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Information Needs, Sources and Information Seeking Behaviour of Women Artisans in Offa Metropolis

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INTRODUCTION

Information is an important resource for individual growth and survival. The progress of modern societies as well as individuals depends a great deal upon the provision of the right kind of information, in the right form and at the right time. Information is needed to be able to take a right decision and also reduce uncertainty. A businessman needs information to be able to improve in his existing business just like a specialist also need information to be up-to-date and well informed in his area of specialization. If information is this valuable, it must be put to proper use, i.e. made available to people or group of people who need it, after ascertaining the groups information needs and seeking behavior.

The Webster's dictionary sees "Rural" as relating to or characteristics of people who live in the country opposed to urban, characterized by simplicity, lacking sophistication and engaged in agricultural pursuits. To Nzirimo, rural people (which by the implication rural women) are characterized by the following; extreme poverty, malnutrition, lack of electricity, inadequate school facilities, with in-experienced teachers, inadequate and poor media facilities since rural women are women that live in the rural areas mostly illiterates, their jobs activities are bound to be unskillful jobs that does not require expertise, they involved in house-keeping and farming.

Oxford dictionary defined "Artisan" as someone who uses traditional skills and tools to make thing. Wikipedia went further to describe Artisan as a skilled manual worker who makes items that may be functional or strictly decorative including furniture, clothing and jewelry household items and tools or machines such as handmade device of a watch maker. It is also a person that engage in or occupied by the practice of a craft, who may through experience and talent reach the expressive levels of an art in their work and what they create.

Aina (2004) posits that outside farming, rural women are equally involved in such occupational like pottery, cloth making, hairdressing, tailoring etc. for these group of people to perform excellently in their work activities, they require information. The information seeking behaviour depends on their individual personalities, attitudes, values, system, behaviour and level of socialization. In other words, it is the product of their socio-cultural, economic, environmental and individual characteristics.

For any meaningful information to be provided, certain relevant information sources must be consulted. It is only through such sources that information seekers can obtain information that

is ideal for a meaningful decision-making leading to increase in productivity. For the researcher, clientele and various users to elicit data on the information sources used for needed information various information sources includes books, journals, magazines and newspapers, annual reports, handbooks etc.

Taylor (2008) viewed that information needs is a personal and unconscious conditions. He articulated four levels of information need that an individual passes through before he or she makes formal encounters with an information professionals. These levels are visceral need, conscious need, formalized need and compromised need. Information need is an individual or groups desire to locate and obtain information to satisfy a conscious need or unconscious need.

Aina (2004) asserted that the artisans and rural dwellers need information mainly for survival. Hence any information that will improve their productivity and attract more customers will be critical to their survival. It is therefore expected that a library will provide services that will meet this critical need.

Igwe (2012) describes information seeking behaviour as an individual way and manner of gathering and sourcing for information for personal use, knowledge updating and development. According to the International Encyclopedia of Information and Library Science (1997) defined information seeking behaviour as the complex patterns of actions and interactions which people engage in when seeing information of whatever kind and for whatever purpose.

Leckie, Pettigrew and Sylvan (2006), information seeking behaviour is expressed in various media available in libraries e.g. encyclopedia, journals and more currently electronic media. Aina (2004), opined that “the information seeking behaviour of a user depends on education, access to library and the length of a time user wishes to devote to information seeking”. No matter how comprehensive the resources and services of a library are.

Wilson (2000), posits information seeking behaviour as that which involves personal reasons for seeking information, the kinds of information which are being sought and the ways and sources with which needed information is being sought. Leckie, Pettigrew and Sylvian (1996), defines information seeking behaviour as expressed in various forms, from reading printed materials to research, an experimentation scholars, students and faculties actively, seeking current information from the various media available in libraries, e.g. encyclopedia, journals and more currently, electronic media

The information needs and information seeking behaviour of women artisans in Offa metropolis which includes; tailors, hairdressers, cloth weavers and embroiderer, make-up artists, pedicurist and manicurists. These group of people have specific information need like other people with a specialized profession which is based on their work activity. For instance, a tailor will need information on the current styles and new materials which can be used to sew, while the information needs of the hairdressers will be majorly on the current hairstyles and the products of costmetician to be used in their work. The major information which a cloth weaver and embroiderer needs include information on the current designs that will suit a cloth and the price of the materials used in their course of works, whereas the makeup artists, pedicurists and manicurists require information on the care of hands and legs, more also the quality kind of facial treatments and their price.

The information needs of rural women are indigenous information which can be transmitted informally. Okwilagwe (1993) also identified three categories of communication media available for rural people which include interpersonal or face-to-face media like the news or press conference, public meetings, mass media like radio, television, magazine etc. Oxford Advanced Learner's Dictionary defines metropolis as a large important city.

Statements of the Problem

The study of information needs, sources and seeking behaviour is essential for different classes of individuals in the society. The artisans especially the women among them is a section of the society whose information environment need to be identified. This is based on the fact that there is no empirical study so far on them. Thus necessitating a study with reference to Offa in Kwara State Nigeria, as there is urgent need for a documented literature on this category of societal members

Objectives of the Study

i. To identify the information needs of women artisans in Offa

ii. To find out the information seeking behaviour of women artisans in Offa.

iii. To ascertain the sources/media of obtaining information by the women artisans in Offa.

iv. To discover the barriers to accessing information by women artisans in Offa.

LITERATURE REVIEW

According to Nkachi (2011) the concept of information is very complex and difficult than ordinarily meets the eyes, it is evident in the various definition and attributes of the concept notwithstanding the fact that information is as old as man, and that it affects and is affected by all aspects of human activities. The foregoing according to Ajewole (2001) had led to the categorization of information definition into three (3) strands. The first is the scientific and technical information (STI). It is within the domain of scientific and technological communities.

Utor and Utor (2007) opined that information is vital to the rural dwellers in that it will not only make for better understanding and appreciation of government programmes, it will also encourage a closer link between the initiators and beneficiaries of the developmental efforts. It is in realization of this amongst others, Idoka (2003) asserted that nothing then is important for mankind than to bring within reach all what can widen his horizon, making discoveries and literacy transformation that can make the individual a more valuable member of the society.

It is clear that information is vital in daily life, information is an essential part of a nation’s resources, access to it is a basic fundamental right. Information is not only vital for technological, scientific and economic progress as erroneously seen by some people, it is also a medium of social transformation and communication. Therefore in order to get people to participate fully in government programmes and community development, they must have good access to information.

Information Needs

Crawford (2003), described information need to be very difficult to defined and measure but it involves cognitive process which may operates different levels of consciousness and hence may not be clear even not the inquirer himself. Thompson (2004), conceptualized need as a discoverable matter of fact. He further asserted that needs are objectives in the sense that they are what one must look for to support his or her profession. Needs are a matter of priority, what we need is overriding reason. Information needs could be seen as demand (requirement) and want (desire). Haruna and Mabawunku (2001) contends that needs arise when the state of possessed knowledge is less than that needed to deal with some issues, and that information needs are diverse, consistently changing and not amenable to generalization. The uses of information vary among individuals, groups and society.

According to Krikelas (1983) in Williams (2009)edition defined information need as the recognition of the existence of uncertainty in decision making. Information need is also refers to the extent to which information is required to solve problems as well as the degree of expressed satisfaction or dissatisfaction with the information (Ehikhamenor, 1990).

Wilson (2000) opined that information needs are influenced by a variety of factors such as the range of information sources available; the uses to which the information will be put; the background, motivation, professional orientation and individual characteristics of user. Other factors are socio-political, economic, legal and regulatory systems surrounding the users as well as the consequences of information use. The quality of sources of information available to the users is also important because relevant sources are most likely to get useful information.

Igwe (2012) also categorized the information needs into the following.

(1) Educational and academics information needs.

(2) Political information needs

(3) Job opportunities and business information needs.

(4) Economic information needs

(5) Social and entertainment (arts) information needs.

(6) Agricultural, geographical and environmental information needs.

(7) Medical and health information needs.

(8) Scientific and technological information needs

(9) Religious and cultural information needs.

(10)Legal and human rights information needs.

(11) International and global information needs.

Information Seeking Behaviour

Wilson (2000) perceives information seeking behaviour as the purposive seeking for information as a consequence of need to satisfy some goals. He added further that in the cause of seeking the individual might interact with several information sources available. Information seeking behaviour is usually affected by some factors as pointed out by Boyol (2006). He stated that information seeking is situation dependent activity where a seeker's action are influenced by access to information perceived quality and trust in the information sources. Information seeking behaviour is expressed in various forms, from reading printed materials, to ask friends or colleagues.

Information seeking behaviour is a basic activity indulged in by all people and manifested through a particular behaviour. It is also an aspect of scholarly work of most of the academic libraries who strive to develop collections, services and organizational structures that facilitate information seeking behaviour. Ellis et al (2003) say an attempted to propose and describe the characteristics a general model of information seeking behaviour based on studies of the information seeking patterns of social scientists in an industry firm. Ellis elaboration model describes the features of information seeking activities as generic.

According to Kingrey (2002), the term information seeking often serves as an umbrella overarching a set of related concepts and issues. In the library world, discussions of database construction and management, community information needs, reference services and many other topics, resonate with the term. Information seeking is a cognitive exercise and it involves search, retrieval, recognition and application of meaningful content. It has also been viewed as a social and cultural exchange, as discrete strategies applied when confronting uncertainty and as a basic condition of humanity in which all individuals exist. Information seeking behaviour describes the multifaceted in relationship of information in the lives of human beings a relationship that can

include both active searching through formal information channels such and a variety of other attitudes and actions.

Razak et al (2010) posits that information seeking behaviour is a complex activity requiring access to diverse information resources to deal with work related, personal and social information problems. Information seeking behaviour refers to strategies for locating information and has three elements; people, information and systems. The study of individual information seeking behaviour requires the psychological state of the user that may lead to insight into their expectations make it possible to predict information selecting activities.

In the words of Uhegbu (2007), information seeking behaviour can be described as the way an information user conducts himself or acts when looking for, receiving or acquiring information; the utterance, gesture, anger, anxiety, eagerness, reluctance, zeal or any other attributes displayed by an information user in his effort to purchase, acquire or receive news, data, stories or anything that may inform or misinform his knowledge or understanding of something constitute seeking behaviour.

According to Aina (2004) affirmed that Artisans and rural dwellers do not seek for information in the libraries, this is because the libraries have not made enough provision to accommodate their information needs. Igwe, (2012) also described information seeking behaviour as an individual's way and manner of gathering and sourcing for information for personal use knowledge updating and development. It is also referred to as the way people search for and utilize information, such as a students' information seeking behaviour involves active or purposeful information as a result of the need to complete course term papers, prepare for class discussions, seminar papers etc, but in the process of seeking for information problems

are encountered for instance, in some cases a user actually needs may not eventually tally with what is practically available due to constraints.

Information seeking behaviour as opined by Kolawole and Igwe (2010), can be described as the way an information user conducts himself or acts when looking for, receiving or acquiring information. The utterance, gesture, anger, anxiety, eagerness, reluctance, zeal or any other attribute displayed by information user in his efforts to purchase, acquire or receive news, data, stories or anything that may inform or misinform his knowledge or understand of something constitute seeking behaviour. Ajiboye and Tella (2007) agree that may inform or misinform his knowledge or understanding of something constitute seeking behaviour. Ajiboye and Tella (2007) agree when they describe information as the way and manner people sought for information for their personal use, knowledge updating and development. Wilson (1999, 2000) affirmed that information seeking behaviour includes those activities a person may engage in when identifying their own needs for information, searching for such information in any way and using or transferring that information.

Kakai, et al, (2004) have defined information seeking behaviour as an individual's ways and manner of gathering and sourcing for information for personal use, knowledge updating and development. Information seeking behaviour is considered a multifarious dynamics, social human behaviour that needs a picture as rich as possible (Gureshi 2008). Majid and Kassim (2000) describe information sseeking behaviour as a broad term which involves a set of action that an individual takes to express information needs, seek information, evaluate and select information, and finally uses this information to satisfy his/her information needs. According to them, factors that affect information seeking include person reason for seeking information, the kinds of information being sought and the ways and sources with which needed information is being sought.

Wikipedia (2010) defined information seeking behaviour as the way people search for and utilize information. In 2000, Wilson described information behaviour as the totality of human behaviour in relations to sources and channels of information, including both active and passive information seeking and information use. He describe information seeking behaviour as purposive seeking of information as a consequence of a need to satisfy some goal. Information seeking behaviour is the act of actively seeking information in order to answer a specific query. Wiberley and Jones (1989) cited in Yousefi (2007) defined information seeking as a basic activities in which all people participate, manifest through particular behaviours which is of most interest to librarians in the areas of collection development, services and organizational structures.

Women Artisans and their Information Needs.

Olanipekun (2010) described artisans as group of people that migrate to modern cities and rural area to the new town where they settle to trade, they are likely semi-literate and also control petty-trading and activities like carpentry, sewing, hairdressing, photography etc Oxford advanced learner's dictionary defined artisans as a person who does skilled work, making things with their hand; from this definition women artisans can be described as a women that did skilled work.

Mooko and Aina (2004) stated the job related information need of artisans were in finding raw materials for the job, locating government tenders and improving of knowledge. The women artisans which this study is focusing on will definitely need information pertaining to their profession. For instance, hairdressers will need information on the current hair styles, types of weave on or hair accessories and different treatment of each kind of hair likewise the tailors too also need information on cloth styles and type of materials that will suite a particular cloth.

Challenges Affecting Information Accessibility and Utilization by Women Artisans

The understanding of basic concept in this work has to be analysed such as challenges, information accessibility and utilization. Challenges can be described according to Oxford Advanced Learner's Dictionary as a new or difficult task that test somebody ability and skill or to question whether a statement or an action is right, legal etc. Information accessibility simply means the availability of information which can reached or satisfy the need of people. Therefore information utilization according to Uhegbu (2007) is the actual putting into appropriate use of acquired information.

The factors that act as challenge to information accessibility and utilization as opined by Igwe (2012) include the following;

- ***Language:*** The kind of language speaks can be a problem in the sense that, if an information is disseminated to people and the language by the recipient, it can be a problem to the recipients.
- ***Illiteracy:*** This is the most challenge that affect information accessibility and utilization of women artisans because it is not all of them that have skills to read and write in which they find it difficult to access and utilize the information available for them.
- ***Geographical Distance:*** Distance becomes a problem due to the lack of communication facilities which can be used to pass information.
- ***Lack of Infrastructure:*** Infrastructural facilities such as the radio, television, electricity, library resources etc may be needed to facilitate the generation, processing and communication of information in which some of them are costly to procure and without some of this facilities there will be little or ineffective access and utilization of information

- ***Ignorance:*** It is a challenge because if information is needed and cannot be locate in other to identify or gather information related to their various area of specialization.

Experts has also identify different challenges that affects information accessibility and utilization, Uhegbu (2002:62) identifies five challenges viz; economic, social, environmental occupational and infrastructure. Etim (2000) also lists seven (7) which include physical infrastructure, technical and managerial capabilities etc. Ugah and Okpara (2007) lays emphasis on the following areas such as; lack of awareness, inaccessibility, environment, poor infrastructure, costs for users etc.

i. *Lack of Awareness:* Information seekers and users may not know about the resources available and the libraries did not made it clear to the information seekers about the traditional resources and services which serve as impediments to information accessibility and utilization but effective access and use of information can flourish a society.

ii. *Inaccessibility:* The availability of information resources makes it easy for the information users to access it and utilize it efficiently, if there is no information resources to satisfy to their needs in other to make the information resources to be useful.

iii. *Environment:* The environmental factors include the polluted air in urban and industrialized cities. Noise is also environmental factor that hinder communication processes within a particular environment Uhegbu (2001:66) includes language and location of information as environmental factors.

iv. *Poor Infrastructure:* Infrastructure is the basic framework of any information organisation, effective information access and utilization depends on communication facilities such as telephone, internet, radio, television etc as well as an adequate supply of electricity.

v. *Costs:* The costs of information sources also affect the accessibility and utilization of information because some information sources are expensive and not only that but scarce.

Therefore, it can be deduced from Igwe (2012), Ugah and Okpara (2007) that the challenges affecting the accessibility and utilization of information by women artisans are illiteracy, lack of infrastructure, ignorance, lack of awareness, inaccessibility and cost.

POPULATION AND SAMPLING TECHNIQUES

The women artisans in Offa metropolis such as tailors, embroiderers, hairdressers, manicurists and pedicurists formed the population of this study. Information gathered from the secretary of the various associations of women artisans show that their population in as follows; Women Sewing Association is Six Hundred and Twenty (620), Hair Dressers Association which is grouped into four namely; Peace group, Progressive group, Zone A and Zone B including pedicurist and manicurist is two hundred (200), the total population is eight hundred and twenty (820).

The findings reveals that the population of the hairdressers in Offa metropolis is two hundred (200) fifty in each group, the women tailors and the cloth weaver are working hand in hand together but the population or number of this group is rated Six hundred and twenty (620). Thus the total population of women artisans (i.e. tailors, hairdressers, pedicurist/manicurists and cloth weavers) in Offa metropolis but two hundred and sixty nine (269) population will be sampled in which Yaro Yamanne is used to calculate the actual population to be sampled which goes thus;

$$n = \frac{N}{1+N(e)2}$$

Where n = the sample to be derived

N = The total population

e = Level of tolerable error i.e. $(0.05)^2$

1 = Constant

N = 820

e = 0.0025 $n = \frac{820}{1+820\ (0.0025)}$ $n = \frac{820}{3.05}$

n = 268.85 approximately 269

Therefore the population will be sampled using simple random sampling techniques and percentage system.

Analysis of Research Questions

A set of questionnaire was drawn for the women artisans (i.e. hairdressers, tailors, pedicurist etc) in Offa metropolis. This was directed to collect data in other to achieve reliable conclusion on the information needs and seeking behaviour of women artisans.

Out of two hundred and sixty nine (269) questionnaire prepared, two hundred and ten (210) questionnaire were distributed to the women artisans because of the nature of their work and scattered population. The total number of the completed questionnaire remains two hundred and this made it easy for the researcher to analyze the data. It also analyze, interpret and illustrate the response of the findings to the question asked.

Section A

Table 1: Age Bracket

AGE	FREQUENCY	PERCENTAGE
Below 20years	35	16.7%
20 – 30years	119	56.7%
31 – 40years	35	16.7%
41 - 50years	15	7.6%
50years and above	5	2.4%
Total	**210**	**100%**

From the table above, it was shown that majority of the respondents fall to the age category of 20-30years that has highest frequency and percentage.

Table 2: Marital Status

MARITAL STATUS	FREQUENCY	PERCENTAGE
Married	99	47.1%
Single	79	37.6%
Divorce	29	13.8%
Widow	3	1.4%
Total	**210**	**100%**

From the table illustrated above, it can be deduced that most of the women artisans are married in which they represent (47.1%) of the respondents.

Table 3: Highest Educational Qualification

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
Primary School Certificate	19	9%
SSCE/WAEC/NECO	95	45.2%
ND/NCE	48	22.9%
HND/ Bachelors Degree	12	5.7%
Masters Degree	4	1.9%
None of the above	32	15.2%
Total	**210**	**100%**

From the table above, it can be deduced that the maximum educational qualification that most of the women artisans in Offa metropolis possess is SSCE/WAEC/NECO.

Table 4: Occupation

OCCUPATION	FREQUENCY	PERCENTAGE
Tailoring/Fashion Designing	113	53.8%
Hairdressing	70	33.3%
Pedicurist/Manicurist	17	8.1%
Embroiderer/Cloth weaver	10	4.8%
Total	**210**	**100%**

From the table 4, the majority of the women artisan in Offa metropolis are into tailoring which is the highest responses on the table.

Section B

Table 5: What are your information needs?

	INFORMATION NEEDS	FREQUENCY AND PERCENTAGE				
		VERY OFTEN	OFTEN	OCCASION ALLY	NEVER	
A	Information on raw materials such as the cost, quality, location, source and dealers/seller.	46 (21%)	117(55.7%)	45(21.4%)	2(1%)	210 100%
B	Information on financial matters such as how to obtain loan, cooperative societies and government assistance to artisans.	45 (21.4%)	113(53.8%)	48(22.9%)	4(1.9%)	210 100%
C	Information on new products, latest/current designs and procedure for production.	72 (34.3%)	86(40.9%)	52(24.8%)	-	210 100%
D	Information on education such as good schools, how to apply for admission and cost of education.	70 (33.3%)	70(33.3%)	48(22.9%)	22(10.5%)	210 100%
E	Information on health such as personal hygiene, food and nutrition, housekeeping, child care and family planning.	58 (27.6%)	75(35.7%)	70(33.3%)	7(3.33%)	210 100%
F	Information on political issues, government policies, laws and human rights.	46 (21.9%)	32(15.2%)	34(16.2%)	98(46.7%)	210 100%
G	Information on sports, entertainment and social events as well as ceremonies/occasions.	43 (20.5%)	57(27.1%)	69(32.9%)	41(19.5%)	210 100%
H	Information on global and international issues.	14 (6.7%)	20 (9.5%)	22(10.5%)	154(73.3%)	210 100%

From table 5(a) above, it can be seen that the percentage of requiring for information on raw materials are often which is (55.7%), row 5b shows that they often need information on financial matters, row 5c also shows that the rate of their information need on new products, latest/current

designs are often. The row 5d illustrate that the information need on education are very often and often, following the respective frequency and percentage in the table, row 5(e) shows that the information needs on health is often with the highest percentage (35.7%). The information needs on political issues are never (i.e. they don't need information on political issues). The rate of requiring for information on sports, entertainment and social events are occasionally; their information need on global issues are not rampant from the above table on row 5h. Therefore their major information is on raw materials such as cost, quality, location, source which has the highest frequency (55.7%)

Question 6: What are your sources of information?

	INFORMATION SOURCES	FREQUENCY AND PERCENTAGE				
		VERY OFTEN	OFTEN/ ALWAYS	OCCASIONALLY	NEVER	
A	Libraries and information centres	21(10%)	64(30.5%)	30(14.3%)	95(45.3%)	210 100%
B	Radio and Television stations	45(21.4%)	116(55.2%)	17(8.1%)	32(15.2%)	210 100%
C	Association of my occupation	40(19.0%)	146(69.5%)	22(10.5%)	2(1%)	210 100%
D	Churches and Mosques	21(10%)	119(56.7%)	60(28.6%)	10(4.8%)	210 100%
E	Friends, relatives and associates	54(25.7%)	101(48.1%)	55(26.2%)	0(0%)	210 100%
F	Newspapers and magazines	43(20.5%)	84(40%)	46(21.9%)	37(17.6%)	210 100%
G	Local government, palace and NGOs	11(5.2%)	24(11.4%)	20(9.5)	155(73.8%)	210 100%
H	The Internet and Cyber cafes	24(11.4%)	23(10.9%)	16(7.6%)	147(70%)	210 100%

From the table 6a above, it shows that the women artisan did not sought for information from the library, the results from 6(b) shows that they used radio and television to source information, the

table 6(c) shows that they always sought for information from the association of their occupation. From the table, it can be deduced that the major source of information of women artisans in Offa metropolis is through friends and relatives but they always source from the association with the highest frequency of 69.5% and also from churches and mosques.

Table 7: What are the behaviour you exhibit while seeking for information?

	INFORMATION SEEKING BEHAVIOUR	**FREQUENCY AND PERCENTAGE**				
		VERY OFTEN	OFTEN/ ALWAYS	OCCASIONALLY	NEVER	
A	I ask the executives and other members of my association for the information I need	66(31.4%)	71(33.89%)	68(32.4%)	5(2.4%)	210 100%
B	I visit libraries, information centres and internet centres/cyber cafes for it.	29(13.8%)	61(29.0%)	54(25.7%)	66(31.4%)	210 100%
C	I listen to radio and watch television in order to get the information.	53(25.2%)	111(52.99%)	19(9.0%)	27(12.9%)	210 100%
D	I go to local government, the palace or ask NGOs for the information.	10(4.8%)	56(26.7%)	42(20%)	102(48.6%)	210 100%
E	I ask my friends and relatives for it	80(38.1%)	74(35.2%)	47(22.4%)	9(4.3%)	210 100%
F	I visit churches or mosques and ask for the information	46(21.99%)	67(31.99%)	79(37.6%)	18(8.6%)	210 100%
G	I go to newspaper and magazines vendors to read so as to get the information I need.	72(34.3%)	58(27.6%)	52(24.8%)	28(13.3%)	210 100%
H	I send somebody to search and get the information	59(28.1%)	55(26.2%)	34(16.2%)	62(29.5%)	210 100%

From the table above, it can be deduced that the women artisan in Offa metropolis always seek for information from radio and television but the mostly behaviours they exhibit in seeking for

information is that they ask friends and relatives. It can be revealed from the table that their information seeking behaviour are not from the executives and other members of my association. Moreso, the frequency and percentage of respondents that did not seek information or send somebody to search and get the information are high with the percentage of (29.5%) of respondents that never seek for information.

Table 8: What are the challenges you encounter in the process of seeking for and using information.

	CHALLENGES	**FREQUENCY**	**PERCENTAGE**
a	Lack of information materials to meet their needs	33	15.7%
b.	Non-awareness of mass literacy programme	55	26.2%
c.	Inaccessibility and unavailability of information materials	45	21.4%
d.	Non-orientation /ignorance about the use of library	35	16.7%
e.	Cost of information materials	42	20%
	TOTAL	**210**	**100%**

From table 8 above, it can be deduced that the major challenges encounter in seeking for information is the non-awareness of mass literacy programme because they were not aware there is literacy programme that is organized by some public library. However, the cost of information materials also serves as the challenges which they exhibit in seeking for information. Furthermore, some of the solution to the challenges face in seeking for information by the women artisans is through campaign of mass literacy programme, educating and informing the

ignorance about the importance of library to the society, provision of accurate information material to satisfy their needs.

Findings of the Research

The findings of this research work gives detail information on the types of information needs of women artisans in Offa metropolis which is majorly on the new products, latest/current designs and procedure for production and the cost, quality, location, source and dealers of raw materials in other to meet the needs of their target users.

It also revealed the kinds of behaviour exhibit while seeking for information by the women artisan in Offa metropolis which shows that they seek information mostly from their friends and relatives, however rate of the patronage in libraries, information centres and internet cyber café are not much due to their level of literacy.

Moreso, the information sources that women artisan in offa metropolis used to sought for information is studied which is through friends and relatives and mass media which include radio and television stations due to their inability to read and write (i.e. illiterate) and all this medium used helped them to get adequate information which will guide them in their occupation and life.

Furthermore, it also helped to find out the barriers to access information by women artisans in Offa metropolis which can be summarized as the lack of information materials and inaccessibility to the information materials available in the library and information centres.

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